

**Notice of References Cited**

Application/Control No.

09/866,425

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	V	Kaplan, D. "Unicast Set to Launch Next Wave of Internet Advertising Multi-Platform 'Transitionals' May Represent an Alternative to Banners", Channel7 - TurboAds.com, 27 July 1998.
	W	Unicast Communications "AdController: Introduction", downloaded from www.unicast.com, 29 January 1999.
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	V	Neuborne, E. "Irkosome -- and Effective: Desktop 'Pop-Unders' Allow for More Complex Ads, and Healthy Response Rates", Business Week, p. EB6, 3 September 2001.
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